

10-7176

16 SEP 1958

Brigadier General Andrew J. Goodpaster
Staff Secretary
The White House

Dear Andy:

Under date of 15 August 1958 the Director forwarded to you a memorandum on "Soviet Broadcast Exploitation of U. S. Press Sources" for the five week period, 1 July - 5 August 1958, and indicated that he planned to continue this analysis for the next few months to see if there are any significant changes in emphasis of American coverage.

Attached is the second report on this subject.

Sincerely,

SIGNED

[Redacted Signature]

Executive Officer

STAT

JSE/ekt

Attach.

- 1 - DCI
- 1 - ER
- 1 - Reading
- 1 - DD/I

[Redacted Box]

(EXECUTIVE REGISTRY FILE *White House*)

Copies of second report also furnished The Hon. Christian A. Herter

SOVIET BROADCAST EXPLOITATION OF U.S. PRESS SOURCES

(Report No. 2)

Period Covered

The data in the attached tabulation are based on scrutiny of Soviet broadcast output for the five-week period 5 August through 2 September 1958. Report No. 1, published 8 August, covered the preceding five weeks.

Extent of the Sample

The sampling of Moscow output examined for this survey comprises all TASS and Radio Moscow items, both news and comment, that were published in the FBIS Daily Report. While by no means exhaustive, this is considered a representative cross-section of Moscow propaganda on all major subjects.

The tabulation also takes into account rebroadcasts of all the voice items examined for this survey. (No data are available on the number of retransmissions of TASS items, but it is normal TASS practice to use the same items in transmissions to all recipients abroad.)

Discussion of Findings

1. U.S. newspapers were cited more often than news agencies during the period under review -- the reverse of the pattern the preceding month. The references to the New York TIMES alone this time exceeded the total number of references to A.P. and UPI taken together.

There is no discernible reason for this reversal of pattern other than the obvious one that Moscow apparently found more items in the TIMES that it considered exploitable in its propaganda. In the light of Moscow's long-standing practice of citing the most reputable "bourgeois" press sources to lend an aura of credibility to its propaganda against the West, the number of references to any individual paper or newsman cannot of itself be regarded as significant. Moscow cites U.S. press sources most often (a) to document statements about press and public dissent from U.S. official policy or (b) to document charges against the United States with facts about U.S. actions taken from reputable sources in the United States itself. Most of this month's 261 references to the New York TIMES, like most of the citations of other major press sources, fall into one or the other of these categories.

2. Most of the U.S. newspapers cited were big metropolitan papers. After the TIMES, the papers getting most frequent mention were the New York HERALD TRIBUNE, the Washington POST, and the New York POST, in that order.

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The only non-metropolitan papers cited were the Lincoln EVENING JOURNAL, quoted on Soviet farmers' visit to the mid-West; the "influential" CAPITAL TIMES (not otherwise identified),* quoted on racial discrimination in the United States; the STARS AND STRIPES, cited for data on military construction on Okinawa; and the Communist West Coast daily PEOPLE'S WORLD, quoted as denouncing the dispatch of U.S. troops to Lebanon.

3. Marguerite Higgins of the New York HERALD TRIBUNE was cited most often among newspaper correspondents, in terms of the number of single original items quoting her reports. Five single original items (excluding rebroadcasts) cited Miss Higgins, four cited Hanson Baldwin of the New York TIMES and three each cited the TIMES' James Reston and Stringer of the CHRISTIAN SCIENCE MONITOR. (In the preceding month, Sulzburger and Kennedy of the TIMES headed the list with three each.) But items citing Baldwin were the most widely rebroadcast -- in 54 programs.

4. Walter Lippmann continued to be quoted most often among syndicated columnists. In the period under review all the citations of Lippmann were in regard to the Middle East.

5. The three topics on which Moscow most often used U.S. press sources were the same three that drew the biggest over-all propaganda effort. Of the total number of Moscow items that were found to use U.S. press sources during the period under review, 36 percent were on the Middle East, 21 percent were on nuclear tests and 15 percent were on the Taiwan Strait crisis. These topics, in the same order, were the three with which Soviet propaganda as a whole was most preoccupied.

Moscow made little use of the extensive U.S. press comment on school integration during the period: Only eight items (one percent) of the total number that used U.S. press materials were concerned with the integration difficulties. But school integration was the subject of less than one percent of Radio Moscow's total output during the period.

6. Moscow in a few instances characterized U.S. press sources in terms of orientation or authoritativeness. It called the New York HERALD TRIBUNE "a mouthpiece of the State Department," Marguerite Higgins "a staunch defender of the State Department," and David Lawrence the "favorite unofficial spokesman of John Foster Dulles." Moscow does not consistently use such characterizations each time it refers to these sources. During the period under review, only the following additional sources were characterized by Moscow in any way: TIME Magazine ("influential"), the CAPITAL TIMES (also "influential"), and BUSINESS WEEK ("closely linked with scientific, industrial and research circles").

* No such paper is listed in EDITOR AND PUBLISHER.

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(Report No. 2)

The figures in the first column of the table below represent the number of single original items, Moscow voicecasts and TASS, that cited U.S. press sources. The figures in the second column show the grand totals, including rebroadcasts of voice items. No breakdown is shown between TASS and voicecast items, there being no major difference between the two media in the handling of U.S. press sources.

The names of U.S. newsmen and newspapers are as broadcast by Moscow. Last names only were cited by Moscow in some instances.

	<u>Number of Original References</u>	<u>Grand Total, Including Rebroadcasts</u>
<u>NEWS SERVICES</u>		
ASSOCIATED PRESS	21	160
Unsigned items	19	156
William Ryan	1	1
John Hightower	1	3
UNITED PRESS INTERNATIONAL	17	99
Unsigned items	16	96
Stewart Hensley	1	3
Scripps Howard	3	51
Unsigned items	2	48
Preston	1	3
<u>SYNDICATED COLUMNISTS* AND FREE LANCE WRITERS</u>		
Walter Lippmann (New York HERALD TRIBUNE)	10	31
Joseph Alsop (New York HERALD TRIBUNE)	4	9
Drew Pearson, (Washington POST AND TIMES HERALD)	1	3
David Lawrence (New York HERALD TRIBUNE)	1	2
James Warburg	1	2

* In citing these syndicated columnists, Moscow customarily specifies their home newspapers, as indicated. These references to home newspapers are not included elsewhere in the tally.

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	<u>Number of Original References</u>	<u>Grand Total, Including Rebroadcasts</u>
<u>MAGAZINES</u>		
TIME	3	5
NEWSWEEK	1	10
BUSINESS WEEK	1	5
U.S. NEWS AND WORLD REPORT	1	2
NEW REPUBLIC	1	1
<u>NEWSPAPERS</u>		
New York TIMES	50	261
Unsigned items	35	181
Beldwin	4	54
Reston	3	7
Hamilton	1	5
Smith	1	3
Baker	1	3
Phillips	1	2
Raymond	1	2
Schmidt	1	2
Kennedy	1	1
Lawrence	1	1
New York HERALD TRIBUNE	18	56
Unsigned items	10	22
Marguerite Higgins	5	29
Anthony Nutting	1	2
Cook	1	2
Ralph Chapman	1	1
New York POST	8	26
Unsigned items	7	22
Max Lerner	1	4
Washington POST AND TIMES HERALD	8	24
Unsigned items	7	22
Chalmers Roberts	1	2
CHRISTIAN SCIENCE MONITOR	5	34
Unsigned items	1	2
Stringer	3	31
Chanham	1	1
WALL STREET JOURNAL	5	8

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	<u>Number of Original References</u>	<u>Grand Total, Including Rebroadcasts</u>
<u>NEWSPAPERS</u> (continued)		
New York WORLD TELEGRAM AND SUN	3	8
New York JOURNAL AMERICAN	2	2
Washington STAR	1	10
JOURNAL OF COMMERCE	1	2
Chicago SUN-TIMES	1	1
Lincoln EVENING JOURNAL	1	1
PEOPLE'S WORLD	1	1
STARS AND STRIPES	1	1
CAPITAL TIMES	1	1

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